



# 2012

NORTH CAROLINA  
PUBLIC LIBRARY  
STANDARDS



NORTH CAROLINA  
DEPARTMENT OF  
**CULTURAL  
RESOURCES**



STATE LIBRARY  
of NORTH CAROLINA

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# INTRODUCTION

On May 16, 2011, the North Carolina State Library Commission charged the Public Library Development Committee with the following task:

*To meet the library and information needs of the people of North Carolina, by updating the 1998 Public Library Guidelines to reflect 21st century public librarianship as most effectively practiced, working in conjunction with the North Carolina Public Library Directors Association and the Public Library Section, North Carolina Library Association.*

Crafting public library standards raises complex issues. To ensure that many viewpoints would be considered, the Public Library Development Committee membership included library professionals from small, medium and large public libraries, as well as representatives from the library/information studies educational community and the State Library. These dedicated members of the Committee contributed a significant amount of time to developing the 2012 North Carolina Public Library Standards:

**Dan Barron\***, Director, Avery-Mitchell-Yancey Regional Library  
**Ruth Ann Copley**, Director, Davidson County Public Library  
**Clara M. Chu**, Professor and Dept. Chair, Dept. of Library and Information Studies, UNC Greensboro  
**Dana Eure**, Director, Cabarrus County Public Library  
**Karen Foss\*\***, Director, Catawba County Public Library  
**Laura O'Donoghue**, Library Development Consultant, State Library  
**Jennifer Pratt**, Chief of Library Development, State Library  
**Jody Risacher**, Director, Cumberland County Public Library & Information Center  
**Ed Sheary**, Director, Buncombe County Public Libraries  
**Mary Sizemore\***, Director, High Point Public Library (Committee Chair),  
**Harriet Smith\***, Chair, State Library Commission  
**William Snyder**, Director, Henderson County Public Library  
**Harry Tuchmayer\***, Director, New Hanover County Public Library  
**Mike Wasilick**, Director, Wake County Public Libraries  
**M.J. Wilkerson \*\*\***, Director, Alamance County Public Libraries  
**Anna Yount**, Director, Transylvania County Library

In March 2012, the Committee completed a working draft that was presented to the North Carolina Public Library Directors Association for consideration. After feedback from the directors was incorporated, a final draft was reviewed and approved by the State Library Commission on May 18, 2012.

\*Member, State Library Commission

\*\*President, North Carolina Public Library Directors Association (2011)

\*\*\*Chair, Public Library Section, North Carolina Library Association (2010-2011)

The 2012 North Carolina Public Library Standards represent “best practices” for library directors to implement while taking into account community needs and expectations. They are meant to inform and guide library funders, supporters, and staff; serve as a point of reference for evaluation; support a change in policy or services; and provide a framework for ongoing development.

The Standards are written as benchmarks of conditions necessary for effective library service in North Carolina. Each benchmark is supported by one or more activities that contribute to the development of those conditions. While a few activities do specify requirements established by North Carolina General Statute or Administrative Code, they do not generally include statistical measures that set a minimum requirement or represent an average public library. Public library service in North Carolina is delivered through 80 regional, county and municipal library systems operating 412 service points in unique urban and rural communities across the state. The benchmarks acknowledge this diversity by encouraging each library to determine the most appropriate metrics for their success.

The benchmarks are divided into five sections:

ADMINISTRATION  
FACILITIES  
HUMAN RESOURCES  
RESOURCES  
SERVICES

Within each section, the benchmarks are organized by three categories:

■ **Public Value** – includes practices that demonstrate effective stewardship of public funds and establish the Library’s relevance and impact in the community.

■ **Management** – includes practices that result in effective and sustainable library operations.

■ **Community Engagement** – includes practices that build collaborative relationships and involve community members in planning, developing, using and evaluating library services.

Each benchmark has a desired outcome for a library’s community or community members. These are broad statements intended to provide libraries with a foundation for establishing more specific, measureable outcomes appropriate to the needs of their communities.

While this Standards document identifies the essential services and best practices for North Carolina public libraries, it does not include detailed criteria and recommended tools to support each benchmark. Additional information is provided along with PDF files of the Standards on the State Library of North Carolina’s website under Library Development:

<http://statelibrary.ncdcr.gov/ld/index.html>.



# ADMINISTRATION



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## Public Value

To establish the library as an efficiently managed community resource that provides high-value services through the effective stewardship of public funds.

### GOVERNANCE

**BENCHMARK:** Library is established and operated in accordance with relevant state and federal laws and local ordinances.

- Be established consistent with the provisions of Chapter 153A, Article 14 of the North Carolina General Statutes (Code).
- Provide library services in compliance with applicable State and Federal law to all residents of the political subdivision(s) supporting the library (Code).

**OUTCOME:** Community has access to free public library service.

### BOARD ORGANIZATION

**BENCHMARK:** Library Advisory/Governing Board is authorized by the local governmental authority with approved responsibilities and powers.

- Have a written and approved set of bylaws for the conduct of Board meetings.
- Submit Board bylaws to the State Library of North Carolina on an annual basis (Code) and review Board bylaws at least once every three years.
- Hold Board meetings no less than four times a year in accordance with the North Carolina Open Meetings Law.
- Provide support for trustee training through various workshops and continuing education programs provided by the State Library, the North Carolina Library Association, or other relevant organizations.
- Conduct an orientation program for each new Board member.

**OUTCOME:** Community members have a venue for communicating with Library Administration and for participation in library planning and development.

## Public Value

To establish the library as an efficiently managed community resource that provides high-value services through the effective stewardship of public funds.

### BOARD COMMUNICATION

**BENCHMARK:** Library Board is informed of library programs and services, and all important issues facing the library.

- Provide current library financial and statistical reports for review at each library board meeting.
- Inform the Board of pending legislation at the local, state, and national levels that may impact local library service.
- Monitor statutory changes and court decisions related to library operations, and recommend any policy changes needed to maintain legal library operations.

**OUTCOME:** Community is represented by a knowledgeable and well-informed Board.

### ACCOUNTABILITY

**BENCHMARK:** Library Administration regularly provides financial information to its communities and funders.

- Distribute financial information on a consistent and reliable basis.

**OUTCOME:** Community members understand funding sources and the allocation of resources, and are confident that funds are being used in a cost-effective manner.

### ADVOCACY

**BENCHMARK:** Library Administration develops and sustains a core group of advocates.

- Encourage Board members and Friends to formally and informally advocate for library funding and status with all elected and appointed officials who have fiscal and policy influence over the library.

*continued*





## Public Value

To establish the library as an efficiently managed community resource that provides high-value services through the effective stewardship of public funds.

### ADVOCACY

- Cultivate and empower volunteers willing to act as advocates for public libraries at the local, state, and national levels.

**OUTCOME:** Community members support and promote the enduring value of libraries.

### PUBLIC RELATIONS

**BENCHMARK:** Library Administration implements a comprehensive public relations program as part of its long-range plan.

- Include a marketing plan that reflects community needs and interests as part of the public relations program.
- Designate a staff member to coordinate public relations activities within the library and between the library and other local agencies.
- Establish internal procedures to ensure the timely development of marketing and publicity for programs and services.
- Ensure that the library logo and mission statement are clearly visible on all public communications.
- Develop a customer-friendly web and social media presence to provide access to library services and information about them. Have control of the content so that it can be updated and maintained at anytime by library staff.
- Provide an easily accessible method for public feedback.
- Consider the impact on library public relations when developing, reviewing, and revising library policies.

**OUTCOME:** Community members recognize the library as an important, integral part of the community.

## Management

To ensure effective and sustainable library operations through strategic planning and sound management practices.

### PLANNING

**BENCHMARK:** Library Administration has a current and comprehensive long-range plan.

- Identify the library's mission, vision, and strategies for achieving goals and objectives based on community needs and interests.
- Include regular data collection and analysis as a key component.
- Include technologies and facilities planning.
- Include disaster readiness and preservation planning.
- Update the plan at least every 5 years (Code).

**OUTCOME:** Community benefits from well-planned library services, technologies, and facilities.

### OPERATIONS

**BENCHMARK:** Library is appropriately managed to ensure the development and delivery of services that best meet community needs and interests.

- Employ a full-time Library Director with North Carolina Public Librarian Certification to be responsible for the daily management of all library operations, including budget, personnel, planning and assessment. Full-time means working a minimum of 35 hours per week (Code).

**OUTCOME:** Community has confidence in the effective leadership of the library.

## Management

To ensure effective and sustainable library operations through strategic planning and sound management practices.

### POLICIES

**BENCHMARK:** Library Administration employs acceptable management practices in its daily operations.

- Have a written set of policies to govern library personnel, operations and services, and review at least once every three years.
- Ensure that all library policies are easily accessible by library staff and the public.
- Keep policies updated to reflect changes in applicable local, state and federal laws, and with relevant court decisions.

**OUTCOME:** Community members have access to public library services provided in a consistent manner and in compliance with all applicable laws.

### FUNDING

**BENCHMARK:** Library Administration is accountable for its judicious use of funds and is in compliance with required fiscal procedures.

- Prepare an annual budget proposal that accurately reflects the needs of the library and the community it serves.
- Secure adequate operational funds to meet service targets.
- Develop a long-range capital plan for the library and review on an annual basis.
- Submit an annual application for State Aid to the State Library (Code).
- Complete and submit annually an audit of the library's finances to the State Library (Code).

*continued*



## Management

To ensure effective and sustainable library operations through strategic planning and sound management practices.

### FUNDING

- Follow fiscal procedures consistent with state and federal law and local government requirements (Code).

**OUTCOME:** Community is well-served by a library that is appropriately funded to best meet community needs.

### SUPPLEMENTAL FUNDING

**BENCHMARK:** Library Administration pursues supplemental funding to support and enhance programs and services.

- Apply for local, state and national supplemental funding opportunities.
- Foster community financial involvement through Friends of the Library groups, Foundations, and other organizations.
- Pursue partnerships and grants that align with the library's mission and goals.
- Establish and promote a donations and gifts program.

**OUTCOME:** Community members benefit from enhanced library services achieved through supplemental funding.

### ASSESSMENT

**BENCHMARK:** Library Administration collects and analyzes appropriate data to evaluate impact and effectiveness of programs and services.

- Include regular data collection and analysis as a key component in library and technology planning.

*continued* 

## Management

To ensure effective and sustainable library operations through strategic planning and sound management practices.

### ASSESSMENT

- Report on the impact of library services annually to the governing board and to the public.
- Complete and submit the Annual Statistical Report of North Carolina Public Libraries (Code).

**OUTCOME:** Community members have access to up-to-date and relevant public library services.

## Community Engagement

To raise awareness of the library as an essential resource by fostering ongoing public dialog through community assessment, strategic planning, and collaboration.

### COMMUNICATION

**BENCHMARK:** Library Administration has and communicates a comprehensive long-range plan.

- Describe the purpose of the library and its role in the community clearly and eloquently in the mission statement.
- Communicate the library's goals and objectives, and its progress toward meeting them, regularly to the public and to the library's governing authority.
- Engage the community in the planning process.
- Ensure the long-range plan is accessible to library staff and the public.

**OUTCOME:** Community members are aware of the library's role in their community and have access to the library's long-range plan.

### COMMUNITY INPUT

**BENCHMARK:** Library Administration and staff engage community members in regular assessment of their needs and interests, the value of library services, and plans for the future.

- Assess community perspectives, needs and use of the library through one or more accepted market research techniques.
- Establish a regular assessment and reporting schedule to keep findings current and relevant.
- Establish venues for the public to provide input on the library.

**OUTCOME:** Community members are engaged in library assessment and planning, and are more knowledgeable about the library and its impact on the community.

## Community Engagement

To raise awareness of the library as an essential resource by fostering ongoing public dialog through community assessment, strategic planning, and collaboration.

### PARTNERSHIPS

**BENCHMARK:** Library Administration and staff develop mutually beneficial community partnerships.

- Build strategic relationships with community partners to enhance the capacity of the library.

**OUTCOME:** Community members have access to shared resources beyond the capacity of library or partners to provide alone.

### FRIENDS

**BENCHMARK:** Library Administration encourages active community support through Friends of the Library groups and/or Library Foundations.

- Develop a Memorandum of Understanding with the Friends and/or Foundation.
- Appoint a staff member to serve as liaison to ensure Friends and/or Foundation have needed information.
- Involve Friends and/or Foundation in long-range planning and fundraising activities.
- Encourage Friends and/or Foundation participation in local, state, and national professional associations.

**OUTCOME:** Community benefits from partnerships that enhance library services.

# FACILITIES



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## Public Value

To create library spaces that offer the community a compelling invitation to explore, gather, and engage, and to ensure equitable access to resources through appropriate infrastructure and up-to-date technology.

### COMMUNITY ANCHOR

**BENCHMARK:** Library facilities express the community's pride in its past, confidence in its present, and hope for its future.

- Assess community perceptions of library facilities.
- Provide access to library facilities for cultural and community activities.
- Promote the library as a cultural and civic partner in the community.

**OUTCOME:** Community recognizes the library as cultural capital and as a symbol of civic pride.

### DESIGN

**BENCHMARK:** Library facilities are designed to support the library's long-range plan.

- Provide an open, flexible building design that accommodates current and future uses.
- Provide space to implement a full range of services consistent with the library's long-range plan.
- Provide a well-designed interior that encourages self-directed and group use of the library, supports staff efficiency, and promotes eco-friendly practices.
- Use signage that offers information at the point of need and frames that information from the customer perspective.

**OUTCOME:** Community members have access to a comfortable, efficient, up-to-date, and inviting library.

## Public Value

To create library spaces that offer the community a compelling invitation to explore, gather, and engage, and to ensure equitable access to resources through appropriate infrastructure and up-to-date technology.

### ACCESS

**BENCHMARK:** Library facilities provide convenient, safe, and easy access to library services.

- Provide library service for all residents of the jurisdiction at geographic locations requiring no more than a 20 minute drive in metropolitan areas or a 30 minute drive in rural areas, or establish other service targets based on unique community needs.
- Provide a convenient method to return materials 24 hours a day.
- Offer sufficient, well-lighted parking located near or adjacent to the facility.
- Provide a well-lighted exterior with signage that clearly identifies the building from the street.
- Meet current safety and fire codes, and be accessible to all members of the community, conforming to American with Disabilities Act (ADA) Standards.

**OUTCOME:** Community members have convenient, safe, and easy access to library services.

### TECHNOLOGY INFRASTRUCTURE

**BENCHMARK:** Library facilities support the implementation of changing technologies.

- Provide, sustain, and refresh the library's technology infrastructure to appropriately support library operations and services.
- Consider new technologies for connectivity and telecommunications when planning new or remodeled facilities.
- Have sufficient devices and bandwidth to build, stimulate, and accommodate user demand.
- Ensure participation in digital technology for all people.

*continued*

## Public Value

To create library spaces that offer the community a compelling invitation to explore, gather, and engage, and to ensure equitable access to resources through appropriate infrastructure and up-to-date technology.

### TECHNOLOGY INFRASTRUCTURE

- Provide and sustain a technology infrastructure to support and integrate with statewide, regional and other resource sharing services, initiatives, and consortia.

**OUTCOME:** Community members experience robust, secure, and sustainable technology services.

### CONNECTIVITY

**BENCHMARK:** Library provides a dedicated Internet connection that supports simultaneous use by all computer workstations while running intensive broadband applications.

- Ensure high speed connectivity by implementing the highest and most robust bandwidth necessary to meet community needs.
- Offer quality wired and wireless connectivity for use by patrons and staff.
- Adopt current industry standards for physical networking and wireless networking in conjunction with library renovations or new construction.
- Assess network infrastructure annually or as part of the library's technology planning process.

**OUTCOME:** Community members experience consistent, high quality, and sustainable broadband connectivity.

## Management

To ensure efficient operation, proper maintenance, and timely implementation of needed improvements for all library spaces.

### ASSESSMENT / PLANNING

**BENCHMARK:** Library Administration has a current plan for anticipated facility renovation, expansion, and/or construction.

- Prepare a long-range facility plan that addresses projected growth and changing community needs.
- Review facility plan annually and revise plan at least every 5 years.
- Analyze usage statistics to ensure library facilities meet current demands of the community
- Seek the professional expertise of a library planner and/or library architect for any new construction or major remodeling.

**OUTCOME:** Community members enjoy library facilities that are appropriately sized and designed to meet their needs.

### RESOURCE MANAGEMENT

**BENCHMARK:** Library Administration has written policies and guidelines necessary for maintaining and improving facilities.

- Dedicate expenditures for capital improvements and facility maintenance.
- Maintain a schedule for regular maintenance of buildings and grounds.
- Develop a facilities plan that includes a schedule for refurbishing existing facilities.
- Establish a disaster response and recovery procedure.
- Promote energy efficiency, use of natural daylight, waste reduction, and improvement of air quality by incorporating sustainable building features into renovations or new construction.

**OUTCOME:** Community members have access to clean, inviting, and well-maintained library facilities.

## Community Engagement

To establish the library as a community anchor by pursuing public input and local partnerships during facility planning, design, and renovation.

### PARTNERSHIPS

**BENCHMARK:** Library Administration engages the community in the facility planning process.

- Seek community input for all renovation and construction projects.

**OUTCOME:** Community members take pride in the library facility.

### COLLABORATIVE SPACES

**BENCHMARK:** Library facilities are designed to maximize opportunities for community collaborations.

- Provide meeting rooms and other spaces for community programs and events.
- Participate in cooperative planning and programming with local agencies and organizations.

**OUTCOME:** Community benefits from facilities that enable collaboration.

# HUMAN RESOURCES



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## Public Value

To deliver valued programs and services through competent staff that understand community needs and are committed to high-quality customer service.

### STAFF

**BENCHMARK:** Qualified and well-trained staff are available during all library service hours.

- Provide paid staff during all hours the library is open.
- Ensure the library has sufficient staff under professional supervision to provide a safe library facility and quality library service.
- Ensure library staff have the necessary knowledge and skills to provide library services.

**OUTCOME:** Community members receive accurate, dependable, reliable and timely service.

### DIVERSITY

**BENCHMARK:** Library staff are representative of the community.

- Recruit and select staff with community demographics in mind.
- Include diversity training in staff development plan.

**OUTCOME:** All community members feel welcome in the library.

## Management

To ensure efficient operation, proper maintenance, and timely implementation of needed improvements for all library spaces.

### POLICIES

**BENCHMARK:** Library personnel policies ensure staff members are treated fairly and equitably.

- Have written personnel policies related to effective personnel management that are correlated with policies of the governing body.
- Use written job descriptions both to hire and to conduct annual performance evaluations.
- Have a written plan for recognizing outstanding effort and achievement by library staff.

**OUTCOME:** Community members receive consistent, high quality, and sustainable library services.

### STAFFING

**BENCHMARK:** Library is staffed with an appropriate number of professional librarians and other trained individuals to provide specialized services and support technology use.

- Employ professional librarians to oversee programs and services for children and teens.
- Employ professional librarians to oversee specialized programs and services for adults.
- Employ sufficient information technology services personnel to assess, develop/design, administer, and maintain technologies needed and used by the library.
- Designate a staff member to coordinate public relations activities within the library and between the library and other local agencies.

**OUTCOME:** Community benefits from programs and services that meet the needs and interests of all its members.



## Management

To ensure efficient operation, proper maintenance, and timely implementation of needed improvements for all library spaces.

### STAFF DEVELOPMENT

**BENCHMARK:** Library employees have the information and skills they need to do their jobs well.

- Implement a written staff development plan.
- Provide technology tools and resources in support of professional development and/or continuing education of library staff.
- Support staff participation in continuing education programs and self-education.
- Support staff participation in state and national professional associations.

**OUTCOME:** Community benefits from programs and services delivered by well-trained, competent staff.

### COMPENSATION

**BENCHMARK:** Library staff compensation is regionally competitive.

- Offer pay plans and benefits comparable to those of county, municipal, school, academic and private workers in the community.

**OUTCOME:** Community is served by a quality staff that is fairly compensated.

## Community Engagement

To develop strong community connections through ongoing staff involvement with local organizations and through volunteer-enhanced programs and services.

### VOLUNTEERS

**BENCHMARK:** Library policy encourages volunteers as appropriate.

- Develop policies and procedures describing how volunteers, academic interns, and other non-employees contribute to the library.

**OUTCOME:** Community members enjoy volunteer-enhanced library services and volunteers actively contribute to an essential community resource.

### CIVIC ENGAGEMENT

**BENCHMARK:** Library staff build “social capital” through civic engagement.

- Support staff participation as both active members and leaders of community organizations and groups, as outlined in a staff development plan.

**OUTCOME:** Community benefits from strong collaborations among local organizations.

# RESOURCES



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## Public Value

To develop and provide access to library resources that are essential for the community to thrive and support digital citizenship.

### COLLECTION MANAGEMENT PLAN

**BENCHMARK:** Library Collection Management Plan is based on community needs and interests.

- Develop a Collection Management Plan and review regularly as part of the library's long-range planning process.

**OUTCOME:** Community members have access to a well-rounded library collection that is current, professionally developed, and based on local needs.

### COLLECTIONS / ACCESS

**BENCHMARK:** Library collections meet the needs and interests of a diverse community and ensure equal access for persons of all ages, abilities and backgrounds.

- Maintain a collection of materials that reflects the needs and interests of the community.
- Provide access to materials in formats appropriate to the needs and interests of all populations.
- Provide access to materials in languages appropriate to the needs and interests of the community.
- Provide access to materials that represent a wide variety of viewpoints.
- Retain, preserve and provide access to materials with local and historical content.

**OUTCOME:** Community members have access to resources that meet their needs and interests.

## Public Value To develop and provide access to library resources that are essential for the community to thrive and support digital citizenship.

### DIGITAL RESOURCES

**BENCHMARK:** Provide helpful, relevant, digital resources.

- Provide helpful, relevant, digital resources.
- Support the creation of original digital content.
- Participate in statewide resource sharing programs and services, and promote these resources to library users.

**OUTCOME:** Community members improve their digital literacy through easy access to relevant digital resources.

### TECHNOLOGY

**BENCHMARK:** Library provides access to current and emerging technology tools and applications.

- Provide current technology tools and applications to support fast and easy access to digital resources and the creation of original digital content.
- Provide adaptive technology to ensure access for all persons.

**OUTCOME:** Community members have access to the technology needed to advance digital literacy and support digital citizenship.

## Management

To provide easy and convenient access to well-selected library materials in a variety of formats.

### COLLECTION EXPENDITURES

**BENCHMARK:** Library budgets for a collection of materials in sufficient quantity to meet community needs and interests.

- Allocate funds for purchasing materials and for access to electronic resources, based on the Collection Management Plan.
- Participate in cost-effective cooperative purchasing opportunities to acquire library resources.
- Establish and meet a service target for total expenditures for collections.
- Establish and meet a service target for total collection size.

**OUTCOME:** Community members have access to an appropriately-sized collection of materials and resources.

### CATALOG

**BENCHMARK:** Library catalog arranges collections for easy access and retrieval.

- Use an Integrated Library System (ILS) to support the management and development of the library's collection.
- Catalog library collections according to currently accepted cataloging and classification practices to facilitate access and resource sharing.
- Organize and display collections to facilitate browsing.

**OUTCOME:** Community members are able to easily access the collection and find available materials.

## Management

To provide easy and convenient access to well-selected library materials in a variety of formats.

### ASSESSMENT

**BENCHMARK:** Library collection is regularly evaluated to determine its usefulness and accuracy.

- Evaluate items in the collection for retention, replacement, or withdrawal, according to the Collection Management Plan.
- Collect and report statistics related to the availability and use of materials and electronic resources as required for the Annual Statistical Report of North Carolina Public Libraries, using standard definitions supplied by the State Library (Code).

**OUTCOME:** Community members enjoy a library collection that is current, accurate, and useful.

## Community Engagement

To build and provide access to library resources that reflect the community, meet identified needs, and promote the free exchange of ideas.

### RESOURCE SHARING

**BENCHMARK:** Library provides access to materials and resources beyond its collection.

- Offer interlibrary loan service to supplement, but not supplant, local collection development.
- Support interlibrary loans and statewide sharing by sharing bibliographic records and holdings.

**OUTCOME:** Community members have access to resources beyond the scope of the local library.

### COMMUNITY INPUT

**BENCHMARK:** Library Administration and staff engage community members in regular assessment of their needs and interests, and their perceptions of library resources.

- Assess community perspectives, needs and use of library resources through one or more accepted market research techniques.
- Establish a regular assessment and reporting schedule to keep findings current and relevant.
- Establish venues for the public to provide input on library resources.

**OUTCOME:** Community members are engaged in library assessment and planning, and are more knowledgeable about the library and its impact on the community.



# SERVICES



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## Public Value

To provide easy and convenient access to programs and services for all members of the community.

### HOURS OF SERVICE

**BENCHMARK:** Library facilities and services are available a sufficient number of hours to fulfill the library's mission.

- Have at least one facility open at least 40 hours per week (Code).
- Establish hours of operation for all service points that are convenient and consistent.
- Provide the library's full range of services during all open hours.
- Maintain a web presence that meets accessibility guidelines and provides 24/7 access to the library's online catalog.

**OUTCOME:** Community members have access to library services during hours that are convenient and consistent.

### GENERAL SERVICE / ACCESS

**BENCHMARK:** Library services meet the needs and interests of a diverse community and ensure equal access for persons of all ages, abilities, and backgrounds.

- Provide services to everyone in the library's service area, as defined by written policies.
- Ensure access to all resources for everyone in the library's service area, unless restricted by law or library policy.

**OUTCOME:** Community members benefit from access to library programs and services that meet their needs.

### INFORMATION SERVICES

**BENCHMARK:** Library staff provide information services for all ages.

- Provide information services by qualified staff members using a combination of face to face and appropriate communication media.

*continued* 

## Public Value

To provide easy and convenient access to programs and services for all members of the community.

### INFORMATION SERVICES

**OUTCOME:** Community members experience robust, secure, and sustainable technology services.

### LIFELONG LEARNING

**BENCHMARK:** Library staff provide programs and services that support lifelong learning.

- Provide assistance and training in the use of technologies necessary to access resources.
- Provide digital literacy programs and services.
- Provide early literacy programs and services.
- Provide programs and services that support adult literacy.
- Collaborate with local agencies and organizations with similar missions.

**OUTCOME:** Community is enriched by programs and services that offer formal, informal, and self-directed learning opportunities for all ages.

### CIRCULATION

**BENCHMARK:** Library policies and procedures facilitate easy use of library materials.

- Use an Integrated Library System (ILS), automated catalog, content management system or similar electronic resource system to support the circulation of the library's collection.
- Implement and regularly review circulation policies and procedures.

*continued*

## Public Value

To provide easy and convenient access to programs and services for all members of the community.

### CIRCULATION

- Comply with North Carolina law regarding confidentiality of customer records (NCGS 125, Article 3).

**OUTCOME:** Community members are able to easily locate, borrow and return materials.

### PROGRAMS

**BENCHMARK:** Library staff provide programs that fulfill the library's mission.

- Provide programs that are open to all.
- Offer programs for all ages that reflect the diverse needs and interests of the community.
- Offer programs at times and days of the week that best meet community needs.

**OUTCOME:** Community members of all ages enjoy and benefit from a variety of library programs.

## Management

To ensure efficient and effective customer service for all library users.

### POLICIES

**BENCHMARK:** Library policies define the scope of its services.

- Establish a written set of policies regarding use of library materials and resources that facilitate access.
- Establish a fines and fee policy that promotes use by people of all income levels.
- Make all such policies readily accessible by the public.
- Comply with North Carolina law regarding confidentiality of customer records (NCGS 125, Article 3).
- Adopt a policy emphasizing welcoming and effective service for all segments of the community.

**OUTCOME:** Community members consistently experience efficient, effective, and courteous library service.

## Community Engagement

To deliver relevant programs and services that meet needs identified through community-focused strategic planning.

### RESOURCE SHARING

**BENCHMARK:** Library Administration and staff share best practices with other libraries and technology partners in the community.

- Support continuous improvement in public access technology services by sharing expertise and best practices with other providers locally, regionally and nationally.

**OUTCOME:** Communities help each other reach their goals in excellence as technology access providers.

### COMMUNITY INPUT

**BENCHMARK:** Library Administration and staff engage community members in regular assessment of their needs and interests, and their perceptions of library services.

- Assess community perspectives, needs and use of library services through one or more accepted market research techniques.
- Establish a regular assessment and reporting schedule to keep findings current and relevant.
- Establish venues for the public to provide input on library services.

**OUTCOME:** Community members are engaged in library assessment and planning, and are more knowledgeable about the library and its impact on the community.

## Community Engagement

To deliver relevant programs and services that meet needs identified through community-focused strategic planning.

### PARTNERSHIPS

**BENCHMARK:** Library Administration and staff develop mutually beneficial community partnerships to enhance service opportunities.

- Collaborate with community organizations, governmental agencies, schools, and other educational institutions to develop services and programs.
- Establish cooperative agreements between the library and other local governmental agencies for shared services.

**OUTCOME:** Communities help each other reach their goals in excellence as technology access providers.

# DEFINITIONS

The following words are terms that are commonly understood by librarians, but may require clarification among library users, government agencies and groups that benefit from or are responsible for library services to the community:

## **ADMINISTRATION**

The individuals that are, by contract or appointment, primarily responsible for planning, managing, evaluating and promoting library services. In North Carolina, by General Statute 153A-267, the Director of a Public Library must hold a valid NC Public Librarian Certificate.

## **ADVOCACY**

Efforts on the part of library administration, staff, boards, users and other community members to encourage ongoing and expanded use of library services and financial support for those services in the community as well as among local, state, and federal governing and funding agencies.

## **BENCHMARK**

A point of reference to which activities and outcomes may be compared, evaluated or assessed.

## **COMMUNITY**

Groups of people that share some common geographical space or relationship. Communities can be defined as a community of place, meaning people within a defined geographical area, or as a community of interest, meaning people that share a particular experience, interest, or characteristic. Examples include young people, faith groups, sports groups, people with a disability, civic groups, cultural groups, and linguistically diverse groups.

## **COMMUNITY ENGAGEMENT**

The process of working collaboratively with groups of people affiliated by geographic proximity, special interest, or similar situations to inform planning and decision-making for the community served. It often involves partnerships that leverage resources, builds ongoing relationships among community groups, and serves as a catalyst for changing policies, programs, or services.

## **FACILITIES**

The physical spaces required to provide library service including separate buildings, storefronts in commercial centers, rooms in other service centers or public buildings, and bookmobiles.



**LIBRARY**

The physical and virtual places called a library as well as the totality of human, material, building, service and policy elements required to provide library services to a community.

**MANAGEMENT**

The organization and coordination of activities and resources based on a set of specific policies to accomplish clearly defined goals and objectives.

**PARTNERSHIPS**

Collaborative relationships between the library and other government, school, civic, and social organizations to ensure effective services for the community.

**PERSONNEL**

The paid and volunteer staff of a library responsible for providing library services to the library's community. Volunteers are members of the community that work under the supervision of paid staff members without monetary compensation.

**PUBLIC VALUE**

All North Carolina public libraries are primarily funded by tax-payer dollars from local, state and federal sources. Every dollar spent must provide a relevant service with meaningful and measurable community impact.

**RESOURCES**

The physical and virtual items used to provide library service. These include but are not limited to printed books, magazines, newspapers and other paper-based documents; microfilm; DVD's; CD's; videotapes; and paintings. Also included are online databases; downloadable e-books, magazines, and newspapers; and virtual or actual access to distant educational, cultural and historic sites through telecommunication technologies and collaborative relationships. Resources owned by or under the control of the library are usually referred to as collections and are selected by library staff based on specific policies related to community need and qualities of the individual items.

**SERVICES**

The efforts of the library staff to meet the informational, educational, recreational, and cultural needs of a community. These may include direct face-to-face encounters; unassisted access to in-house technology and resources; web-based access to resources; 24-hour virtual information service via the internet or telephone; or program delivery to individuals and groups.

## **SOCIAL CAPITAL**

Social capital refers to the value of social relations and the role of cooperation to achieve collective or economic results. It is the collective value of all 'social networks' and the inclinations that arise from these networks to do things for each other.

## **TECHNOLOGY**

The hardware (i.e., computers, scanners, telephones, copiers, projectors, LCD panels, video consoles, and cameras) and software (e.g., Microsoft Office, web browsers, games, and other applications) that are required to provide the community with opportunities to learn, create, explore, and communicate. This includes internal access to databases, games, movies, and e-books as well as external collections such as NC LIVE, downloadable e-books and subscriptions to commercial databases.



